

ILLINOIS STATE SOCIETY MEETING
MAY 8, 9 AND 10 IN PEORIA

APRIL 15, 1961
VOL. 41
No. 8

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THE FORTNIGHTLY
Review
OF THE CHICAGO DENTAL SOCIETY
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The Fortnightly
REVIEW
OF THE CHICAGO DENTAL SOCIETY

Number 8
April 15, 1961
Volume 41

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ELMER EBERT

ORVILLE C. LARSEN

KARL S. RICHARDSON

EDITOR

ASSISTANT EDITOR

BUSINESS MANAGER

Contributions: Manuscripts should be typewritten, double spaced, and the original copy should be submitted. Every effort will be made to return unused manuscripts if request is made, but no responsibility can be accepted for failure to do so. Anonymous communications will receive no consideration whatever. Manuscripts and news items of interest to the membership of the society are solicited.

Forms close on the first and fifteenth of each month. The early submission of materials will insure more consideration for publication.

The Calendar

- April 18-19:** CHICAGO DENTAL SOCIETY: The regular monthly meeting on Tuesday, the 18th, 8:00 p.m., will be devoted to "Practice Management" and on Wednesday, the 19th, all-day, the same topic will be featured. Both sessions will take place in the Waldorf Room of the Conrad Hilton and the speaker will be Mr. Thomas H. Lawrence, Management Consultant, of Kansas City, Missouri. Please turn to page 10 for further information.
- April 20:** INTERNATIONAL ASSOCIATION OF DENTAL RESEARCH, CHICAGO SECTION: A meeting will be held at the Naval Training Center, Great Lakes, with dinner in the Officer's Club.
- April 21:** CHICAGO ACADEMY OF DENTAL PSYCHOSOMATICS: A joint meeting with the Chicago Society of Clinical Hypnosis will be held in the Sheraton-Blackstone Hotel, 8:30 p.m. See page 7 for details and also information on the regular meeting and workshop on May 5th.
- April 21:** OAK LEAF STUDY CLUB: A meeting at the Oak Park YMCA will feature a talk by Dr. Robert N. Price on "Pattern Investing."
- April 27:** FAR WEST STUDY CLUB: A meeting will take place at Louis' Restaurant, Addison, Illinois. Dr. Maury Massler will be guest speaker.
- May 1:** WEST SUBURBAN BRANCH: Round Table meeting will be held at the Oak Park Club. Dr. M. Weiss will talk on "Cements and Medicated Bases."
- May 2:** KENWOOD-HYDE PARK BRANCH: Annual Ladies' and Clinic Night will be held at the Windermere Hotel. Turn to page 16 for further information.
- May 2:** SOUTH SUBURBAN BRANCH: Ladies' Night and installation of officers will take place at the Highway Inn, Chicago Heights.
- May 4:** COMBINED JEWISH APPEAL: The Dental Division of CJA will hold its annual dinner at the Covenant Club Ballroom. Turn to page 28 for further information.
- May 8, 9, 10:** ILLINOIS STATE DENTAL SOCIETY: Annual meeting will be held at the Pere Marquette Hotel, Peoria, Illinois. Turn to page 15 for detailed information.
- May 17:** NORTHWEST SIDE BRANCH: Ladies' Night dinner-dance and installation of officers to take place at the Chanteclair.
- May 17:** WEST SUBURBAN BRANCH: Annual Golf outing and dinner will be held at Nordic Hills Country Club.
- May 24:** ALPHA OMEGA FRATERNITY: Golf outing and dinner to take place at Silverlake Country Club, Orland Park.

The Fortnightly **REVIEW** *of*

THE CHICAGO DENTAL SOCIETY

April 15, 1961

Volume 41 • No. 8

News and Announcements

WILLIAM N. MILLER OF FLINT PASSES AWAY

Dr. William N. Miller of Flint, Michigan, where he was in practice for more than 48 years and who was a regular attendant at our Midwinter meetings for most of those years, died on February 4th, 1961. A telegram from Mrs. Miller was received by the Society Feb. 6th expressing her husband's deep regret at not being able to attend our last meeting.

The Society is deeply appreciative of such loyalty and extends to Dr. Miller's widow and family its sincere sympathies.—*E. Ebert.*

PSYCHOSOMATICS MEETING

The Chicago Academy of Dental Psychosomatics will hold a joint meeting with the Chicago Society of Clinical Hypnosis on Friday evening, April 21st, 8:30 p.m. at the Sheraton-Blackstone Hotel. The speaker will be Dr. Bernard Shulman of Northwestern University, a psychiatrist. His subject will be "Psychotherapy, in the General Practice of Medicine and Dentistry."

The regular meeting and workshop of the Academy will again be held on Friday, May 5th, at Roosevelt University. The workshop on "Induction Techniques" at 7:30 p.m. will be followed by election of officers.—*G. W. Haberman, D.D.S., President.*

EDWARD FORREST NAMED DEAN AT PITTSBURGH

Dr. Edward J. Forrest, associate Dean at the University of Illinois Dental School, has been appointed Dean of the University of Pittsburgh School of Dentistry, effective Sept. 1st.

A graduate of Pittsburgh and a former faculty member at his alma mater, Dr. Forrest returns to assume leadership of the School of Dentistry.

Deans are not new in the Forrest family, for his brother is Dean of the School of Dentistry at St. Louis University. His sister is a practicing dentist.

Every good wish for the very best!—*E. Ebert.*

N.U.D.S. NEWS

One of the nation's leading authorities in the field of dental pathology is scheduled to deliver the Edmund Noyes Memorial lecture on May 3, 3:00 p.m., in Thorne Hall, under sponsorship of the Northwestern University Dental School. He is J. Roy Blayney, D.D.S., M.S., emeritus professor of dental surgery and former director of the Walter G. Zoller Memorial Dental Clinic at the University of Chicago. His subject will be "Personal Experiences in Caries Research." He will discuss his currently active studies of caries, chiefly in relation to fluoridation.

All members of the dental profession

in the Chicago area are invited to attend (free of charge) by the Northwestern Dental School dean, Dr. George W. Teuscher.

On May 8, 9, and 10, a course will be presented on "The Use of Drugs in Dental Practice," with Stanley G. Harris, Ph.D. as course leader. On May 15 and 16, a course in "Recent Advances in Amalgam Techniques" will be presented, with Arne F. Romnes, D.D.S., M.S.D., as course leader. Further information in regard to tuition, etc., may be obtained from the School.

On June 5 and 6, the annual conference for teachers of pedodontics will be held. Dr. Willis Potts, chief of surgery at the Children's Memorial Hospital, will discuss the criteria employed in the evaluation of the child patient. Other faculty to be announced. No tuition.

PEKIN, ILLINOIS LABORATORY ENJOINED

On March 8, Judge Burton A. Roeth, of the Circuit Court of Tazewell County, Illinois, entered a decree of injunction against one Jean V. McCabe, operator of a dental laboratory in Pekin, Illinois, whereby McCabe was permanently enjoined from practicing dentistry without a license.

The injunction suit was filed February 6, 1961 by Illinois State Dental Society, the officers and some of the directors of the Society, plus Dr. Frederick M. Westphal, Dr. Joseph A. Aimone, Dr. Ernest F. Brinkmann, Dr. Ward A. Justi, Dr. Donald W. Wilcox and Dr. Lawrence D. Ashby, local dentists in the Pekin, Illinois area. The defendant was charged with examination of the oral cavities of his customers, diagnosing their dental needs, rendering treatment by means of the making, reproduction or repair of dental appliances.

On March 7, the defendant and his attorney signed a stipulation whereby the taking of testimony was waived by all parties and the allegations of the complaint were not contested by defendant. Accordingly, the decree of injunction en-

tered March 8 was without contest. The decree is sufficiently broad in scope to cover not only the defendant McCabe but also his agents, employees, successors and assigns. It is hoped that this will remove another area of unlawful dental laboratory activity and thus add additional protection to the dental health of the public in the Tazewell County area.

ATTENTION, GOLFERS!

March 24, 1961

Dr. Robert F. Tuck
30 N. Michigan Ave.
Chicago 2, Illinois

At the state meeting this year we would like to try team play along with individual play for our golf tournament.

Any 4 players from a component may enter even though they do not play together. A component may enter as many times as it wishes. Individual trophies will be given to the team members rather than to the component.

If members of your society wish to enter I would like to have advance notice so we can have some idea of your participation. It will not be necessary however to register until the day of actual play.

Very truly yours,

Richard D. Lynn, D.D.S.
1961 Golf Chairman

ACADEMY OF GENERAL DENTISTRY TO TAKE COURSE AT MICHAEL REESE

On Wednesday, May 10th, the Dental Department of Michael Reese Hospital and Medical Center will present a full-day course on "The Hospital—An Adjunct to Dental Practice," expressly for members of The Academy of General Dentistry.

The course is directed toward making available to the general practitioner, hospital dental service experiences in medico-dental evaluations and correlated medico-dental treatment. It will add still

(Continued on page 28)

Editorial

Are You Ready and Able to Do Your Share?

A few weeks ago a tornado struck the south side of the city and caused millions in property damage, death to one person and serious injury to a dozen or more. The miraculous escape of so very many from serious injury is difficult to understand in view of the intensity of the tornado and the destruction which followed in its wake. The police, the Fire Department, City emergency crews and hospitals did yeoman service. The several utility crews were in evidence as well as the Red Cross and Salvation Army and a good number of Civilian Defense personnel. All did a marvelous job of caring for the stricken. As the writer watched the effectiveness of the emergency crews and later surveyed the destruction of the tornado it brought forcibly to mind how quickly an area can be devastated even with our modern warning systems, and how ill-prepared many of us are to render aid.

It brought to mind a small sample of the kind of destruction which might result from an atomic bomb blast except that we in the vicinity were not endangered by radiation from the bomb. As this thought was pursued further these questions seem pertinent: How well prepared are you as a member of a health profession to render a service in such a danger? How well are you prepared to protect yourself, your family, your loved ones, your neighbors from such a catastrophe? Do you know the very basic facts for survival under such circumstances? Of this the writer is very sure, if his own self-appraisal is any criteria, most all of us could stand a good refresher course in first aid and civil defense.

We would suggest that we activate and implement our civil defense committee, give it real cooperation beyond lip service and that each of us do his full share in participating and preparing for any eventuality.

It is our hope and prayer that we may never need to use these services in an atomic attack but it will always be good to be prepared whatever the catastrophe.—*E. Ebert.*

YOUR HOSPITAL AND DISABILITY INSURANCE IS IMPORTANT. DON'T LAPSE IT OR FAIL TO REMEMBER THESE DATES.

The Chicago Dental Society disability plan has premium due dates of November 1st, and May 1st; the hospital plan February 1st, and August 1st. The grace period expires thirty-one days after above dates. Your premium must be paid before the expiration of the grace period.

If your premium is not paid on time your policy then lapses. It cannot be reinstated if you are age fifty or older. If you are under age fifty and have a medical history or are in poor physical condition, the chances are that your application for reinstatement, or for a new policy with the same or any other company will be declined.

It is our advice that you pay your premiums when due and avoid lapsing of your policies.

Coming . . . April 18 and 19

**MOTIVATION, COMMUNICATIONS
and PATIENT RELATIONS**

will be discussed by

**MR. THOMAS H. LAWRENCE, Management Consultant
of Kansas City, Missouri**

at the

Monthly Meeting on Tuesday, April 18 at 8 P.M.

Place: Waldorf Room

ELECTION OF OFFICERS

and

ALL DAY SEMINAR

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The Professions, the Drug Industry, and Responsibility*

by Elmer B. Vliet, Chairman, Board of Directors,
Abbott Laboratories

To be here with you today is a pleasure that I deeply appreciate. It is always a privilege to address an assemblage of professional people.

Now, as you well know, we are in the midst of a revolution in health care. Medicine and dentistry have been undergoing a transformation. New drugs, new techniques, new theoretical and applied knowledge are bringing new benefits to mankind. With them have come social and economic problems, and rapid change at an ever-accelerating rate.

Truly we have both a rich heritage and a swift pace of accomplishment. You, as oral surgeons, have contributed to this progress. Allied and intertwined as you are with both medicine and dentistry, you stand forth as unique, yet sharing a common inheritance and a common destiny with everyone who serves in and for the health professions. My aim today is to examine our mutuality of purpose and of understanding. I hope to put into clearer perspective the industry I serve, which as you know has been subjected during the past year to innuendoes, misinterpretations and downright abuse. Why? There are many aspects.

Quality—an Early Goal

Let's start by reviewing some high points in the progress of ethical pharmaceutical companies in this country. Many of them had their small beginnings in the closing decades of the last century. Most of them were founded by professional men of strong character and high integrity—doctors or pharmacists—men who insisted upon reliable products made to meet quality standards. Doctors began

to use these products and to have confidence in the firms that made them.

Prior to 1914, a few new synthetic drugs such as aspirin, arsphenamine, phenobarbital and procaine had come from abroad. Then, World War I forced us to supply our own needs. Fortunately, by that time, able scientists of varied disciplines were being added to the staffs of several pharmaceutical houses.

By 1920, these firms had progressed far enough so that research to develop new products could be considered. Scientific knowledge and research in academic circles had also been advancing, promising fruitful leads that industry might reduce to practice. Death rates were high, and reliable remedies for major diseases were rare.

Incentives Spur Research Achievements

A successful product, after being proven by physicians in practice, would greatly benefit mankind. It would also bring prestige and possible profit to the firm sponsoring the research. The risks would be great. However, under our American economic system, with trademark and patent laws as a safeguard, the potential gains might well justify the venture. Thus, the incentives were present and there began four decades of steady and, at times, spectacular progress.

Impressive results included insulin for the control of diabetes, liver extract and later Vitamin B₁₂ for pernicious anemia, and other remarkable developments in the field of vitamins. There were improved sedatives, more reliable anesthetics, new analgesics and better hemostatics. Then came sulfas, antibiotics, antihistaminics, radioisotopes, tranquilizers, antihypertensives, steroids, vaccines and diuretics. All of you, I am sure, have

*Presented before the American Society of Oral Surgeons at Phoenix, Arizona, October, 1960.

carefully appraised and adopted many of these products, found them of value in your practice.

Many, but not all, of these new drugs were discovered in the laboratories of pharmaceutical firms. However, all of them were verified and developed into useful products by teams of research and development scientists to be found only in pharmaceutical companies. These teams devise the dosage forms and the production and testing methods. They conduct the pharmacology and arrange for careful clinical evaluation. Finally, a product may evolve. But not until physicians are told about it and prove its value does it help people.

The Risks of Research

Such operations can be rewarding. They can also be risky, frustrating and disappointing. They require courage, capital and a conviction as to the worth of each new drug before it is marketed. The hazards and costs are far too great to risk promoting one of doubtful value. Physicians must be able to verify the claims made for a new product if the firm's reputation is to grow.

Even then, it is difficult to predict how well a new drug will be accepted, how long it will be used, or how soon it may be dropped. Some, like Pentothal®, remain a drug of choice for decades. Others, like cortisone, are rapidly replaced by closely related drugs that prove to be better. In still other categories, such as the antihistaminics and tranquilizers, a number of drugs may enjoy wide use for many years.

In some cases, a series of several products with somewhat similar properties have been discovered and marketed one after another. This has been criticized. Some people seem to believe that research should stop in each field just as soon as one good product has been achieved.

If this practice had been followed, we might still have sulfanilamide but none of the improved sulfas that led to Gantrisin and Madribon. We would be using penicillin but there would be no tetracycline, Chloromycetin or erythromycin.

Physicians Decide a Product's Fate

By seeking still better products in any and all fields, some may result that do not stand the test of practice. Physicians decide their fate quickly. If a product is found good and fairly priced, it will be used. If it is too costly or does not measure up, it will be shunned. The combined judgment of physicians in practice is the surest and quickest way of determining what drugs merit a place on the market.

That is the American profit or loss tradition, working at its best. So long as physicians are allowed to exercise their judgment, all of us concerned with health care can keep working toward greater accomplishments.

The research and development drive of scientists in our leading companies is a key to this kind of progress. Some call this "research competition"; others, "the desire to excel." In the quest for new drugs, under our tradition of economic incentives, the achievements of American scientists have been superb.

Drug Progress: U.S. vs. U.S.S.R.

One may well ask whether teams of scientists could have been mobilized and inspired to work together so purposefully in any other way. Could this have happened if such research were directed by a central government, with government committees deciding what projects to plan, what products to pursue, and what studies to complete before releasing a new product?

Russia offers the answer. No significant new drug has come from there in 40 years. The U.S.S.R. uses those created by scientists and industry in free countries. Last year an American biologist, visiting Russia's four microbiologic research centers, was told that they were manufacturing, or were about to manufacture, all of the antibiotics we were making in the United States. He told them about questions in our country as to why we have put out so many antibiotics, and he asked them why they were going to duplicate all of ours. They could, by decree in Russia, choose only the ones they

thought truly superior. Their answer was simple and direct: "Our clinicians want all of them."

And here is my reply. Russian clinicians would not have any of them had it not been for American scientific ability and the enterprise of our pharmaceutical companies.

Product Quality Varies with Source

I have used the terms, "the pharmaceutical industry" and "leading pharmaceutical companies." What do they mean?

We may get a clue from some figures presented to Senator Kefauver's subcommittee last June by Commissioner George Larrick, Head of the Food and Drug Administration. These showed more than 1,200 firms in the United States with total ethical pharmaceutical sales of about 2 billion dollars. Twenty-eight of these companies each had sales of more than 8 million dollars, yet no one company sold more than 10 per cent of the total. Together they accounted for 87 per cent of all ethical sales. All of the other 1,200-odd firms combined had the remaining 13 per cent.

Then Dr. Larrick gave some startling data. He showed that during the preceding ten-year period, the F.D.A. had picked up and tested 8,376 samples of products from the 28 larger firms and found only four that led to legal actions. Thus, about 30 samples per firm, per year, had been checked and less than 0.05 per cent were found questionable.

During the same ten-year period 8,621 samples from the 1,200 other firms had been tested. Results on these samples led to 484 actions against 235 different concerns. Even though this group of samples averaged less than one per firm per year, nearly 6 per cent were found to violate the law.

Competence and Integrity Equal Quality

But these figures do not prove that smallness means incompetence. Many smaller firms have had years of expe-

rience, are sincerely dedicated to quality and responsible promotion, and enjoy excellent reputations. However, these figures do indicate that the task of enforcing drug laws is too great to be controlled adequately by spot-checking, especially under present rules, which allow any person to enter the drug business and let him get by so long as he is not caught violating a law. It also seems quite evident that the most reliable assurance of drug quality is the reputation of the producer. These facts emphasize the importance of specifying the source of drugs for patients.

Now, I believe, we can agree that a "leading pharmaceutical company" is any firm, regardless of size, that is dedicated to quality, competence and integrity.

This is borne out by looking at the Certificate of Incorporation of the Pharmaceutical Manufacturers Association, known as P.M.A. This Association, which has a background of nearly 50 years, was organized for the purpose of encouraging high standards of potency, quality and purity for pharmaceutical products; of encouraging research in the development of new and better medicinals and their pharmacological and clinical evaluation; of encouraging high standards of integrity in promoting products.

Wouldn't it seem that any firm, whose objective is to build a reputation for reliable products, would seek to affiliate with an association like P.M.A.? Actually many small companies, as well as larger ones, are members. But the membership is about 140, little more than 10 per cent of all producers.

Earnings are Key to Progress

Now, before examining our industry's alleged misdemeanors, let me mention one other goal that all good pharmaceutical companies must seek. They must earn money. And they must earn enough to furnish or attract the capital required to build additional facilities as they are needed. Profit is just as vital to a corporation as breathing and eating are essential

to life. Worthy human objectives can best be achieved by those with healthy bodies. So, too, a corporate body, to be healthy, must earn enough to pursue its objectives with vigor.

Members of P.M.A. are the firms that have been making major contributions to research and development. A recent P.M.A. survey of about 60 members showed that in 1959 they spent 197 million dollars on research seeking new drugs. They prepared and tested more than 100,000 substances, a stupendous task. Of these, only about 1,900 were qualified for clinical testing, and fewer than 40 will ever be marketable.

More Diseases Can be Conquered

We have talked about what the industry has accomplished. What about the future? In 1958, this was summed up by George Stone in his thesis for a Master's Degree in Industrial Management at M.I.T.

He noted that sales of the entire ethical industry in 1946 were 500 million dollars and, in ten years, rose to 1.5 billion dollars. After studying all pertinent factors, he showed that the industry can grow at a similar rate during the next twenty years. But to do so, "it must continue its rapid rate of successful breakthroughs in the areas of innovations and prompt commercialization of new drug products for the present major medical problems of heart disease, cancer, mental health, arthritis and rheumatism and the virus diseases."

There is every reason to expect that medicinal agents, effective in many of these fields, will be discovered and made available if we continue to push ahead as we have in the past.

Health Care Costs—Too High?

But now, there seems to be a growing concern about the increasing cost of health care. No displeasure has been expressed about the steady, and at times spectacular, over-all health progress, such as improved hospital facilities, newer and more knowledgeable techniques of treatment, the speedier cure of many diseases,

and even the effective new drugs. There has been just one major complaint. It all costs too much!

An array of figures, comparing today's prices with those of ten and twenty years ago, could be cited. They would show that health care costs have advanced, but at rates comparable to those of most other commodities and services. Today, the average cost of a prescription is \$3.21 against \$1.60 in 1950. But average costs are of little interest to a person who is ill, and consequently out of sorts, if he is one of the few who must pay eight or ten dollars for his prescription. He sees only the cost and not the value.

Some political leaders seem eager to pose as champions of citizens with such complaints, especially if it can be made to appear that the cause lies with a few greedy people. So why not tackle this health care cost problem? And why not start with drug manufacturers, even though drugs account for less than 20 per cent of total medical care costs?

Assault on an Industry

Last year, in anticipating a Senate inquiry, many felt the importance of our industry's contributions within the American free enterprise system, in helping build in this country the greatest health team that the world has yet seen, would not be overlooked. Then the quiz began. So far there have been 42 days of grilling, spread over 10 months, and barbs have been hurled at the industry by a variety of critics, including political opportunists and decriers of free enterprise.

Throughout the quiz, major companies were assailed for spending too much on promotion, charging too much, and making too much money. Despite the uncertainties of research and of product obsolescence, earnings of 10 per cent to 15 per cent on sales were made to sound like greedy gouging.

Curious Cures Proposed

Persistent critics of things medical claimed there is too much product pro-

(Continued on page 29)

NINETY-SEVENTH ANNUAL ILLINOIS STATE DENTAL MEETING

May 8, 9, 10, 1961

Pere Marquette Hotel, Peoria, Illinois

Monday, May 8—**Sports Day**

Golf	Mt. Hawley Country Club
Bowling	Peoria Bowl
Movies (for non-bowlers and golfers).....	Pere Marquette
Sports Dinner	Pere Marquette
Ladies' Dinner and Program	Pere Marquette



Tuesday, May 9, 11 A.M.—**Opening General Session**

Speakers:

Dr. Charles M. Patton, *President*, American Dental Association

Dr. Robert J. Wells, *Trustee*, 8th District

Dr. Phil Kartheiser, *President*, Illinois State Dental Society

Tuesday Noon—**Ladies' Luncheon and Program**.....Peoria Country Club

Tuesday Evening—**President's Dinner**Pere Marquette



Tuesday Afternoon, May 9 and Wednesday Morning, May 10

Essay ProgramPere Marquette

Essayists:

Dr. G. A. Thomas, Wichita, Kans....."Office Management"

Dr. H. Eversull, Kansas City, Mo....."Esthetics in Dentures"

Dr. J. A. Kollar, Chicago, Ill....."Periodontia"

Dr. Ray Hailey, Jr., Denver, Colo....."Lasting Amalgam Fillings"

Dr. R. B. Phillips, Indianapolis, Ind....."Dental Materials"

Dr. V. Sorensen, Chicago, Ill.....

"Prevention and Treatment of Accidents When Extracting Teeth"

Wednesday Afternoon—**Table Clinics**

Wednesday, 4 P.M. (following Table Clinics)—**Business Session**



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Dinner 7:15 sharp

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News of the Branches

North Suburban

Well, all records were broken! 122 turned out for the day-long seminar with Art Kahn on March 15. "Functional cusp relationship" was well sold. How to get it? Just have to be there when the "larnen" is going on. . . . Remember Jim Stephens painted the nursery pink? Well, the fourth boy arrived! . . . Howard Paule spent a month presenting papers in Rome, Switzerland, and Paris. . . . Gordon Chinnock is in Las Vegas. . . . Bob Curtis is visiting the Smokies. . . . Bob Kent is in Acapulco. . . . Terry Kiely is expecting in June—"Boy." . . . Don Kovach also expects his first one that month. . . . Al Bushey is reported doing well at Mayo's. . . . Larry Hill underwent surgery with good results. We're pulling for these nice guys. . . . George Postels is in Tucson visiting his son. . . . Art Freeman, Zene Shafer, Fred Verink, Jim Lynch, Grant MacLean and Floyd Grover (that's me) are going to the State meeting. How about the rest of you? Will be fun! . . . Ira Niederman is in Mexico. He is also expecting. . . . Chet Anderson is moving to Highland Park. . . . Bob Lasater has already started the golf season. . . . Bob Black is in Florida. . . . Rolley Bateman is expecting. These guys have been busy! . . . Roy Pusateri is flashing a new white Olds station wagon. . . . Dan Kennedy has moved to Phoenix, and Jerry Schoen has taken over for him. . . . Chuck McArthur is sporting a new Pontiac, and Floyd Grover got his wife a Bel Air. Yes Sir! These guys will be boss around the house for a week! . . . Russ Ephland is in Switzerland. . . . Adrian Swanson is off for foreign lands. . . . Earl West is in Florida. . . . Axel (His Honor) Pedersen says to thank all of you for splendid cooperation this year. Now let's do the same for Chuck Shaner. He is already reminding us of the golf outing at Biltmore Country Club on June 14th.—*Floyd Grover, Correspondent.*

Kenwood-Hyde Park

It is difficult to realize that nearly one year has elapsed since the installation of Art Block, who has truly done a magnificent job as President of our Branch Society, as did all the officers that served with Art. The next year will be reigned by our hard working, dedicated, and sincere member Henry Leib. The Nominating Committee members have selected as President-Elect, Franklin Otto; Vice-President, Jimmy Estaver; Secretary, Ascher Jacobs, and Treasurer, Ben Gans—a really great team. . . . Our annual Ladies' and Clinic Nite is just around the corner. Please reserve the date, Tuesday, May 2, 7:00 p.m., at the Windermere Hotel, 1642 East 56th St., for an evening of fun and learning. The Windermere has a reputation for delectable meals and this time will be no exception. Vic Wittert has gone all out to make this evening the most successful in the history of Kenwood-Hyde Park. The table clinics will be to your liking and this gala affair will be one you will long remember. . . . Sorry to report the passing of Joe Morros' mother-in-law. The members of Kenwood-Hyde Park join me in extending to him and his dear wife our deepest sympathy. . . . Samuel and Jean Arrigo are grandparents again for the third time. This time it's a girl, Andrea Jean. The parents are Dr. and Mrs. Herbert Black, both Northwestern graduates, of Chula Vista, California. The proud grandmother has just returned from a six-week visit with her daughter Sylvia. . . . Met Ed Schaaf in Peoria at the meeting of the Illinois Academy of Dental Practice—we were both inspired with Dr. Elbert Thompson's two-day lecture on the washed field technic—what efficiency! . . . Hope to see you all on Clinic Nite. Give yourselves a treat. . . . Keep well and happy.—*Morton J. Fireman, Branch Correspondent.*

South Suburban

Time is running out and summer is almost here. Have you been attending our meetings? Two important dates left, Tuesday, May 2, is Ladies' Night and installation of officers. The meeting will be held at the Highway Inn in Chicago Heights. Plan now to attend. This is the night we invite our wives and have an excellent program planned. Herman Wenger, immediate past-President of the Illinois State Dental Society will act as installing officer. Our outgoing President will have a few words as well as the new President. Promise of very short speeches I am told. The entertainment for the evening will be presented by the Chicagoans, a well-known quartet, singing songs to please everyone, as well as good comedy. I am sure everyone will have a most enjoyable evening. The meal planned will be steak with all the trimmings. Be sure to attend this important event and meet your new officers for '61 and '62. . . . The other date to mark down now is Wed., June 7, South Suburban annual golf outing. This year it will be the best yet. Plan to have a bridge tournament for the non-golfers with prizes and awards. This year we will be at the Palos Country Club at South West Highway and 131st Street. Make up your foursome now and plan to be there. . . . Our last meeting featured W. George F. Schmidt, speaking on the basic principles of articulation. This is one you should not have missed as the speaker was excellent and we held the election of officers. The results are as follows: Thomas R. Case, President; Sheldon Wallach, President-elect; Robert Lanfranchi, vice-President; Al Bendrick, Secretary; Len Holt, Treasurer; Wm. Mitcheltree, Ethics Chairman; Dan Herrold, Vance Phillips, Michael Videka, Board members. . . . Don't forget the study group meeting for Tuesday, April 25, at St. James Hosp. Plan to bring your assistant to this meeting. We will have four to five men from the Getz Company to furnish personal demonstrations in the making of temporary splints,

and individual plastic trays. . . . We received word, at our board meeting March 13 that LeRoy Rowland passed away suddenly while vacationing in Florida. In his memory our branch will donate \$25 to St. Francis Hospital. To his family we extend our deepest sympathy. . . . News items—Emerson Lights spent a few days seeing the sights in the nation's capital. Gene Prystalski (So. Holland) is moving from Roseland to So. Holland this spring. . . . John Magon is finishing up his research on his Master's at Loyola Dental School. Recently had an addition to the family; Congratulations! . . . Yours truly just returned from a short vacation spending a few days down in Biloxi and New Orleans. While basking in the sun and getting my bald spot sunburned, Dale and Mrs. Chastek walked up for a dip in the pool. They were spending a few days enjoying the sunshine, also. Dale plans to attend the American Association of Orthodontists convention in Denver in April. . . . Guess that is it for this writing, I am turning over this column to Myron Bardige for the next issue. Will see you later.—*T. R. Case, Branch Correspondent.*

Englewood

So much news this time, there probably won't even be room for a nasty remark about Urban. Here we go. . . . Englewood's new slate of officers for '61-'62 was presented at the last regular meeting by nominating committee chairman Hopkins, and goes as follows: President, Jack Manning; Pres.-Elect, Lewis Weil; Secretary, Richard Davido; Vice-President, Lawrence Lucas; Treas., L. P. Horevitz. . . . That man Sam Rabishaw is in Arizona watching the Cubs play their arrangement of baseball (or brand). . . . Joe Plewa's left hand came off second best in a bout with a freshly filled cigarette lighter. Heard he had the same trouble with matches—why not just give up smoking, Joe? . . . Ted Vermeulen headed for Florida on March 18 for a deserved rest. His lovely daughter Marcia is to be married December 22. . . .

Jim Morganelli, only in practice his second year, and making his regular appearance at the Englewood meetings. Wish more of our young men would follow his good example. . . . Good to see Tom Fleming fully recovered and filled with his usual buoyancy. . . . More guys out of town at this writing: Paul Kanchier in Miami, Florida, and Bill Cruikshank in Palm Beach, Florida. One guy back from out of town: E. J. Olivi, and calling everyone Senor. . . . Vince Milas elected Pres.-Elect of the American Ass'n. of Endodontists. . . . Mike Rak is preparing for a fishing trip into Canada for ten days in June. Need a faithful Indian guide, Mike? . . . Ed Werre underwent eye surgery for the third time. Keep in good cheer, Ed, everyone wishes you well. . . . The Englewood Study Club held a fine seminar on denture prosthesis on Marion Hopkin's birthday, March 15. Marion wasn't there, but sixty-one other men attended the all-day session at the Sahara Motel. Great praise is due club chairman Bob Unger and committee. Speakers were: Ted Vermeulen, Carl Gieler, and Art Krol. The thing was so interesting that Lew Weil couldn't even catch a cat nap. . . . Bancherel: Spring finds him hard at work enjoying his hobby in flowers. When Nature forbids planting during the cold season, he out-smarts it by working in his own hot house. . . . More regular attenders at the Englewood meetings: Bill Benson, and Ben Blattberg. Keep it up men, we love it! . . . Lou Horevitz shipped mama off to Florida where he'll join her in a few weeks. . . . Pete Adduci house hunting, can't decide between the one with the indoor swimming pool, and the one with the bowling alley. He'll probably settle on the one with the nine-hole golf course. . . . Bill Fanizzo getting married when he and his future wife can sell two houses and find another. May be too old by then. . . . Lou Sasso working on Wednesday? . . . Much thanks to Joe Plewa and Mal Brooks. This would have been a pretty anemic column without their many contributions.—Assistant to nine other assistants.—Bill Fanizzo.

West Suburban

Far West Study Club meets for its season's finale on Thursday, April 27. Scheduled speaker for the evening is Dr. M. Massler. . . . Oak Leaf Study Club's next meeting to be held on Friday, April 21st, will feature Dr. Robert Price speaking on "Pattern Investing." . . . Round Table meets on Monday, May 1, with speaker Dr. M. Weiss, discussing "Cements and Medicated Bases." . . . At this time, I would like to extend hearty congratulations to our new slate of 1961-1962 officers: President, Weston O. Olsen; President-Elect, Robert Atterbury; Vice-President, LeRoy Sanden; Secretary, B. R. Jones; Treasurer, Everett G. Walters; Librarian, James H. Ridlen; Directors: Howard J. Buchner, Olaf Opdahl, and Joseph T. Brophy, Chairman; Director to the Chicago Dental Society, Robert N. Price; Congratulations and Good Luck! May the ensuing year of office continue with an upward trend to harmonious fellowship and betterment of dentistry as the examples set forth by your predecessors. . . . While on the theme of congratulations, would like to congratulate George E. and Mrs. Welk on the arrival of their third child delivered by a pink-ribboned stork. Other family additions include Charles Hebling's LaSabre, and Gordon Stastny's convertible Lark. Pleasant driving, fellows! . . . Off to vacationland go the Wayne Dunnoms down Florida way; also Walter Wicklund putting on mileage via skiing out Aspen, Col. way. . . . Was happy to see Bill Vopata and Phil Long amongst 300 others at the Illinois Academy of Practice Management meeting in Peoria, March 26th and 27th. . . . With the encroachment of summer and the get-out feeling, we look forward to the most popular golf outings. Our West Suburban golf outing is well on its way to a success, even the weatherman has been coerced in promising a good day. Yes, George Welk and co-chairman Bill Aquilino have been working diligently on preparations; the date, May 17th; place,

(Continued on page 25)

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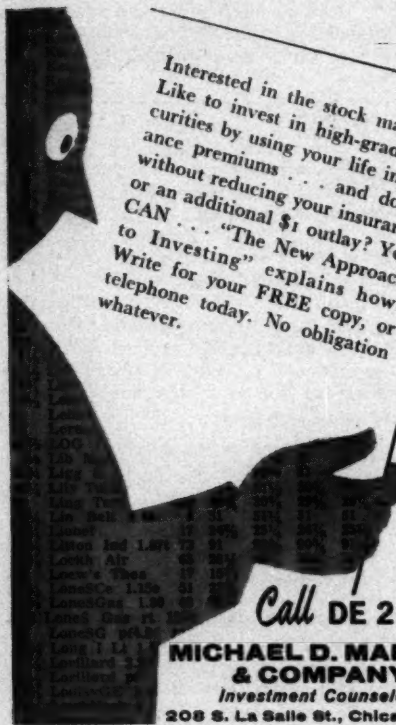
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(Continued on page 24)

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(Continued from page 23)

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NEWS OF THE BRANCHES

(Continued from page 19)

Nordic Hills Country Club; price, golf and dinner \$10.00—dinner alone \$6.00. How can you go wrong? See you all there competing for the numerous prizes to be given out. . . . To close, a thought of wisdom from "Perry Dontist," "Those who bring sunshine to the lives of others cannot keep it from themselves."—J. V. Discipio, Branch Correspondent.

Northwest Side

These warm spring days are certainly not very conducive to a correspondent who has the deadlines to meet and who has a touch of "spring fever." My thoughts are ever turning to those days when I might be able to venture forth on a relaxing fishing trip. In fact just this day I was admiring a new rod and reel which I had recently purchased and I am just itching to try out. I wonder how many members we have in our branch who have this same touch of spring fever. I know of one at least who is an avid fisherman and this is by way of introduction to Mel Platenka who does not appear in print very often but certainly does his share of fishing whenever the opportunity presents itself. . . . Another person to envy is Bob Placek who is enjoying his retirement in Montego Bay, Jamaica. Bob has just sent me another card from Jamaica in which he sends his regards to all of the boys. Bob has always been an active branch member and he certainly does deserve the vacation in the sun. . . . A spring vacation can do much to pep up your spirits and set your sights anew. This can be attested to by Iver and Mrs. Oveson who have recently returned from a month's vacation in Miami, as well as Pete and Mrs. De Boer who have spent a long weekend at their summer home in Conover, Wisconsin. . . . One of our past-presidents, Folmer Nymark, was in town visiting with friends and relatives, this was sort of a highlight during his recent trip to Chicago for the recent Mid-winter Meeting. . . . One of our skiing

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enthusiasts from the branch, Bob Hoehne, recently returned from Aspen, Colorado where he spent a most enjoyable ten days. . . . Congratulations to Don Mammen who I hear is recovering after surgery. . . . A bit of news about the forthcoming Ladies' Nite which is slated for Wednesday, May 17th, at the Chanteclair. It will be a dinner-dance plus the installation of officers for the next season. Your next president will be Mitchell V. Kaminski whom you all know as a hard and zealous worker. The dinner-dance chairman is Vincent Bonus and I have been informed that the tickets for the Ladies' Nite are available and may be had by calling Vince at BE 7-8281. As in the past may I urge all members to make early reservations for this evening of entertainment. This will immeasurably aid your Ladies' Nite chairman to anticipate the number of people who will be present and thereby arrange your accommodations accordingly. This will be a wonderful way to end our present season by attending this function which is being arranged for you and your wife, so please make those reservations today.—*Chester L. Jasick, Branch Correspondent.*

West Side

Walter Zipprich, our branch president and Golf Chairman Dante Pellettieri have very enthusiastically selected the very beautiful Mount Prospect Country Club as the site of our golf outing this year. At this writing the date is tentatively set for the 17th of May. The ticket

price for both the dinner and golf is also tentatively set and will be comparable to last year's. For more information, any of the branch officers may be consulted. So now is the time to line up the foursomes and plan for a big day out in the fresh air with your buddies. The West Side has always had a fine outing and this year is to be no exception. Let's all pull together and have a good show, not only to have a branch success but also to have a real time. . . . A hearty welcome to new branch members Ed Stecker, Bill Stecker and J. Moskal. . . . Leo Cahill is home from a wonderful month's trip to Florida. . . . Harold Epstein took his spring vacation in Puerto Rico and had a grand time of it. . . . The Loyola University Homecoming will undoubtedly be a fine success and Frank Farrell's efforts on its behalf will be definitely significant. . . . See you again.—*Andrew J. Kelleher, Branch Correspondent.*

North Side

In the March 15th issue of the FORTNIGHTLY REVIEW was an editorial entitled "To Men and Women of Great Faith in their Profession." I hope that we all avail ourselves of the opportunity of reading this fine article by our Editor, Elmer Ebert. As members of the dental profession we are not only responsible for the oral health of our patients, but we owe it to them, the profession and ourselves to keep pace with the increasing problems of today's teaching and the

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growing demand for dental research. In short, we owe it to the future of dentistry to support dental education. The following Branch members have answered the call to serve on a team to solicit contributions to the Loyola University School of Dentistry Building Fund: Paul Brown, Ted Dubrow, Andy Sauer, Jr., Sam Breger, Paul Wittenberg, Larry Schlocker, Joe Weiss, Wally Sommerfeld, Irv Hirschenbein, Sam Jacobson, Ed Kirby, Marv Treiber, Dan Silberberg, Frank Parrilli, Henry Ishibashi, Max Chubin, Jack Block, Lou Bulmash, Joe Gomberg, Art Lind, Abe Hoffman, Bernie Perlman, Henry Seal, Fred Scambler, V. A. Carmichael, Allen Frankel, Harry Hultgren, Joe Ambrose, Ray Bielinski, Bob Black, Ed Duggan, Marv Eissman, Lou Feldstein, Irv Gault, Sam Goffen, Carl Jochim, Joe Laskowski, Paul Lovell, Phil Schoen, Seymour Wachtenheim, John O'Connell, Bob Kiechler, and Randal Willoughby. All these men and others whose names were not available at the time are invited to a Kickoff Dinner on Tuesday, April 18th at the Country Store Restaurant at Granville and Broadway. Our congratulations to these alumni of loyalty to their alma mater and to their faith and confidence in the future of our great profession! . . . Larry Schlocker has just returned from a Caribbean cruise to his newly-remodeled offices built for "time and motion." . . . Max Chubin is the beaming grandfather and Mike Chubin the proud father of a baby girl! . . . Abe Tamarin is proud of the article published in the April issue of the *A.D.A. Journal*, en-

titled "Fixed Bridgework with One-Piece Cast Backings and Acrylic Resin Facings." . . . The last Executive Council meeting of the Branch commended Dick Pipia's Insurance Committee for its excellent work in keeping its membership up-to-date on all insurance changes. There was also much discussion about the Enabling Act and other preparations for dentistry's eventual cooperation with industry and the unions to provide more adequate services. Committees for the coming year were delved into also. . . . We hope that our membership enjoyed the congeniality and warmth of the last two meetings which were held in smaller meeting places and we would appreciate your comments on the advisability of continuing this format for future meetings. . . . Society members who are new or have transferred into the Branch are Ed Berkenstadt, Joe Cerniglia, Mike Chubin, Doris Durland, Bill Friedman, Seymour Goldberg, Klara Janas, Joe Michiels, Cliff Miller, Gerry Popper, Harry Strom and A. H. Tamarin. A cordial welcome to all of you! . . . Uptown Dental Forum members were honored by Dr. Harry Sicher when he spoke on "Path of Infection and Examination of the Head" on March 31st. A tremendous man and teacher! . . . Use, don't abuse the Chicago Dental Society Dental Budget Plan!—Paul Brown.

"What a handsome baby!" exclaimed the visitor. "Does he resemble your husband?"

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NEWS AND ANNOUNCEMENTS

(Continued from page 8)

another dimension toward fulfilling that complete health service for which the dentist continually strives for his patients.

The faculty for the course includes Dr. Gerard Casey, Secretary, Council on Hospital Dental Service, American Dental Association and the following members of the Michael Reese Hospital and Medical Center, Department of Dentistry: Dr. Saul Levy, Director and Chairman; Dr. Arthur Elfenbaum, Head of Diagnostic Section and Dr. Howard Adilman of the Oral Surgery Section.

For full details and the complete program, write to Dental Department, Michael Reese Hospital and Medical Center, 29th and Ellis Avenue, Chicago 16, Illinois or Dr. J. J. Applebaum, President of the Chicago Chapter Academy for General Dentists, 4000 W. Lawrence Avenue, Chicago, Illinois.

WESTLAKE HOSPITAL CONFERENCE ON HOSPITAL DENTISTRY

The Westlake Hospital Dental and Oral Surgery Department is planning a Conference on Hospital Dentistry in all its phases. It will cover in detail the procedures, from the patient's entry into the hospital to his discharge. It will provide for group participation, demonstrations, and discussions so that those attending will come away well-acquainted with good hospital procedure.

If interested, call or write Dr. Robert Atterbury, Westlake hospital, Melrose Park, Illinois.

UNIVERSITY OF ILLINOIS OUTING

The University of Illinois Dental Alumni Association will hold its annual Golf Outing on Wednesday, June 7, at Nordic Hills Country Club, Itasca, Ill.

All alumni and guests are invited to

attend the outing for an enjoyable day including golf, dinner and prizes. The charge for golf is \$4.00 and for dinner, \$5.00. Dr. Alvin J. Sells, '29D, is chairman.

For further information or reservations contact the Alumni Office, University of Illinois, 1853 W. Polk St., Chicago 12, Ill., or call MO 6-3900, ext. 3368.

C.J.A. DENTAL DIVISION DINNER

The Dental Division of the Combined Jewish Appeal will hold its annual dinner on Wednesday evening, May 3rd, at the Covenant Club Ballroom. In addition to a musical program, the guest and speaker of the evening will be Mr. Y. Isaac Aronowicz, skipper of the *Exodus*. For reservations please call Dr. Bernard Spiro, Chairman. CEntal 6-5650.

ACADEMY OF GENERAL DENTISTRY CLINIC AND LUNCHEON

The Academy of General Dentistry will hold an organizational meeting and election of officers at Algauer's Heidelberg, 14 W. Randolph Street, on May 3rd, 10:00 a.m., with Dr. Henry Droba, of the University of Illinois, presenting a clinic and film on "Root Resection" (no charge).

A luncheon will be served at 12:00 noon (\$3.00 per person).

APPLICANTS FOR MEMBERSHIP

BERMAN, MARVIN H. (Illinois 1960) North Side, 2514 W. Devon Ave. Endorsed by A. J. Skupa and Irwin B. Robinson.

DANGREMOND, CHESTER L. (Northwestern 1952) West Suburban, 4727 Willow Springs Rd., LaGrange. Endorsed by LeRoy C. Sanden and Raleigh T. Williams.

WHITE, ROBERT F. (Loyola 1952) West Suburban, 38 W. Burlington, Westmont. Endorsed by F. M. Fierce and D. G. Barron.

THE PROFESSIONS, THE DRUG INDUSTRY AND RESPONSIBILITY

(Continued from page 14)

motion to physicians and in the next breath insisted that the profession is too often hoodwinked and misled by inadequate information. They said medical journal advertising should be used more and direct mailing less, although there is abundant evidence that most doctors give far more attention to direct mail.

Critics argued that the profession must somehow be shielded from a plethora of similar products and that patent protection should be denied to the discoverer of a new drug related to one already in use—unless, perhaps, the new one is truly superior. But they failed to tell how the patent commissioner would decide that, especially if two related drugs reached the market at about the same time.

Others would curtail the use of trade names, believing that without trade names the physician would seldom prescribe a product source for his patient. The pharmacist could then fill such a prescription from the cheapest source available. Thus, presumably, the patient should enjoy a lower price.

Unfortunately for the critics, Dr. Lar-rick's testimony showed that not all of the 1,200 different firms have exhibited equal competence in making drugs. Nevertheless, these critics seem to feel that all companies can somehow, by legislation, be forced to the same level of quality and integrity. Then all competitive factors except cheapness could be ignored.

These curious twists of reasoning are, admittedly, an overly-simplified interpretation of some of the testimony. But they indicate the strange measures that may be proposed. No one can predict the outcome. The next Congress may give the answer.

More Effective Drug Controls Needed

Meanwhile, we must be open-minded but very wary in considering all legislative proposals. This country needs suitable laws, adequately enforced, to insure drugs of proper purity and potency. More effective measures to keep substandard drugs off the market seem to be required. At present, it is too easy for people with inadequate experience, equipment and technical competence to enter the business of making pharmaceuticals. Such people usually produce and sell older drugs under generic names. Thus they avoid the stricter features of the new drug requirements. Under spot-checking enforcement procedures it often takes far too long to track down defective products from such sources and then convict the guilty operators.

Some people contend that the F.D.A. could be more effective if given enough facilities to check more samples each year. As our economy and population expand, however, it seems likely that growing numbers of questionable operators will enter this business under present policies. Can the F.D.A., therefore, keep more substandard drugs off the market under these conditions, even with more laboratories and staff?

Certification—Not the Answer

Others advocate another more drastic approach. They would have the government test and approve a sample from every batch of every drug from every manufacturer before it can be sold. The government would thus certify each batch before it is released and, in effect, act as a control laboratory of sorts, for every firm in the industry.

Several years ago, a committee of the World Health Organization, made up of

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drug control authorities from nine different nations, including the United States and Canada, studied the principles to be followed in organizing national drug controls. Its report ruled out this proposal because of the magnitude and expense. The committee stated that in Canada 26,000 different drug items were offered for sale. If only two batches were made each year, 52,000 samples would have to be assayed and tested. The task in the United States, of course, would be vastly greater.

Furthermore, such a test is not a substitute for careful controls and competence in all phases of manufacturing. It cannot by itself guarantee that a product is free from harmful ingredients. Every experienced producer knows that small amounts of dangerous impurities could be present through error and might not be detected by standard tests and assays.

A Costly Wartime Measure Still Imposed

At present, the F.D.A. certifies five antibiotics and insulin. These costly precautions were first applied to penicillin during World War II. Penicillin then contained large amounts of extraneous material which often varied in character from batch to batch. It was the best that could then be made and it saved thousands of lives. Certification was adopted by special law so that government could share responsibility for using such material.

This law provided that government

could drop certification by product or by company whenever improvements in purity and performance justified this step. Even though these antibiotics have now been produced in pure crystalline form for years by firms of proven competence, the F.D.A. has stopped certifying only one form of one antibiotic and that is but little used. This is potassium penicillin-G in vials.

As a result, reliable manufacturers with years of experience are still being forced to add to their costs by paying fees to support this certification program. During fiscal 1959, this covered only six drugs but it cost more than 1.2 million dollars. That same year, the F.D.A. used less than 9 million dollars for all its other enforcement activities. These covered hundreds of other drugs as well as cosmetics and foods, with combined yearly sales of 70 billion dollars.

Set Standards and Require Inspections

Now it is urged that all other antibiotics should be certified. These have been controlled very successfully as new drugs along with all other new medicinals, some of which have greater potential danger. It would appear that the chief results of such a change would be more certification fees and higher costs. And is it wise for enforcement officials to derive their support from fees paid by those they regulate? And, instead of extending certification, wouldn't it be more logical to reduce costs by dropping certifi-

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cation, as authorized by law, for all products where competence in manufacturing has been demonstrated?

Isn't there a better plan that would protect us against adulterated drugs more adequately? Wouldn't it be more desirable to establish suitable Federal standards as to facilities, procedures and competence and to provide Federal inspection before any firm could legally start manufacturing drug products? This would determine the firm's ability to meet and maintain the required standards.

Are Defense Drugs Cheaper from Abroad?

Now looking again more broadly at the drug picture, we find that the industry and the country are being subjected to some serious threats. For example, the Military Medical Supply Agency recently purchased large quantities of drugs from firms in Italy, one of the few countries that ignores American patent rights. This was done ostensibly to save money for the government. But considering tax revenue losses and diversion of funds from American labor and basic suppliers, how much, if any, did it actually save us as taxpayers?

Also, why single out drugs? Can't uniforms, shoes, and other military supplies also be made more cheaply overseas? And what happens to our defenses if we depend on foreign supplies and neglect domestic sources of such vital items as drugs? What kind of reasoning lies behind such decisions?

Professional Judgment Must Prevail

Now let's consider some other proposals that endanger the future of health care as we know it today. These include suggestions for curtailing patents and trade names when applied to drugs and for compelling the use of generic names in prescribing. Their effect must be clearly understood and firmly resisted. Above all else, no law should be enacted that would interfere with the right of a physician to prescribe the drug of his choice and to be assured that his patient will receive exactly what he has prescribed. This is the crux of the entire matter. When this policy is followed, the combined professional judgment determines what drugs succumb, which firm's new product claims can be depended upon and which ones should be questioned. There is no more effective way to curtail the advent of new drugs of doubtful superiority than their non-acceptance by doctors. Similarly, there is no better measure of a drug's value than the extent of its acceptance.

This judgment also acts as a control on research expenditures. A firm cannot maintain an extensive research program unless it develops new products that are accepted. One that does can expand.

Furthermore, physicians also have an effect upon prices since, traditionally, they prescribe so that their patients will get maximum benefit for money expended.

Obviously, it would be easier if government made health care decisions. Indus-



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try would be spared the task of deciding what claims to make for its products. And doctors would be relieved of having to decide what companies, if any, were inclined to exaggerate or be evasive and which made solid claims.

The government would make these decisions and spell out the details. But would a government bureau be able to give a consensus that truly reflected the varied enthusiasms and viewpoints of sincere clinicians who had studied a new drug? Or would its report emphasize negative aspects so much that physicians would fail to use a new drug of real value? Wouldn't it be better to rely on the considered judgment of responsible companies whose future existence depends on their reputations for integrity?

Stifling Rules or Responsible Freedom?

I am convinced, in essence, that there should be no changes in any laws which would throttle the development and marketing of valuable new drugs or would curtail the economic incentives that spur our progress.

Unless such stifling proposals are intelligently and vigorously opposed and defeated, the drug industry, as it exists today, will vanish as a free and private industry. And who would gain? There would be more bureaucracy and more taxes. But would the cost of health care be lowered? And who would develop the drugs that must be found to alleviate heart disease, cancer, mental illness and other human afflictions? What members of the health team would next be subjected to a similar inquiry and be led to a similar fate? How would all this affect the quality of young men who would be attracted into the healing professions in the years to come?

These are the kinds of questions that must be answered by those of us in industry, and by those of you in practice, even in so specialized a field as oral surgery. You must remain free to practice and develop your profession to the fullest.

We hear much today of the need to revitalize, to reinvigorate our national

purpose, to be rededicated to loftier goals and grand designs. Pretty words they are, but what do they mean? If they mean rededication to individual initiative and enterprise and courage, to improving the rights of man under reasonable economic and social freedom, this is one thing. But if they mean the grandiose government blueprint, this is something else. With the former, even in the face of challenges that grow more complex, we can move on to loftier achievements; with the latter, our initiative will be choked and our progress shackled by growing tangles of costly regulations.

We are struggling with this kind of choice. The outcome is vital to all of us.



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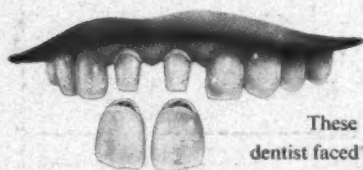




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